

Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

In the Claims:

1. (currently amended) A method for implementing a loyalty program at a host computer system, said method comprising the steps of:

receiving and storing manufacturer item identifiers, wherein said manufacturer item identifiers are received from a manufacturer;

receiving and storing retail item identifiers, wherein said retail item identifiers are received from a merchant;

associating and storing each of said retail item identifiers with a corresponding one of said manufacturer item identifiers;

receiving and processing a purchase transaction, wherein said purchase transaction includes a consumer ID, a retailer item identifier, and a purchase price;

retrieving a manufacturer item identifier corresponding to said retail item identifier;

calculating a first set of reward points based on said consumer ID, said purchase price and a first currency to point ratio corresponding to said retailer item identifier;

calculating a second set of reward points based on said consumer ID, said purchase price and a second currency to point ratio corresponding to said manufacturer item identifier;

calculating a third set of reward points based on said consumer ID, said purchase price and a third currency to point ratio corresponding to affiliated Service Establishment (SE) numbers; and,

combining said first set of reward points, said second set of reward points, and said third set of reward points within a loyalty account associated with said consumer ID.

2. (currently amended) The method of claim 1, wherein performing an analysis comprises further comprising performing an analysis that is further dependent upon at least one of: a retailer ID, a manufacturer ID, and a consumer profile.

3. (currently amended) The method of claim 2, wherein performing an analysis comprises calculating rewards points.

4. (previously presented) The method of claim 3, wherein calculating rewards points further comprises calculating rewards points based upon a points ratio determined by at least one of: a retailer, a manufacturer, and a third-party provider.

5. (original) The method of claim 3, further comprising storing said rewards points and informing a consumer of said rewards points.

6. (original) The method of claim 5, wherein storing and informing a consumer of rewards points is performed in real-time at a point-of-sale.

7. (previously presented) The method of claim 3, further comprising offering an award in exchange for said reward points, wherein an offer of said award comprises at least one of: a retailer, a manufacturer, and a third-party provider.

8. (previously presented) The method of claim 7, wherein offering an award is performed in real-time at a point-of-sale.

9. (previously presented) The method of claim 7, wherein offering an award comprises offering at least one of: a coupon, a gift certificate, bonus rewards points, a product, a service, and any combination of these.

10. (currently amended) The method of claim 1, ~~wherein performing an analysis comprises further comprising~~ performing data analysis using, either independently or in any combination, at least one of: said consumer ID, said purchase data, said retailer item identifier, said manufacturer item identifier, said rewards points, said retailer ID, said manufacturer ID, and a consumer profile.

11. (previously presented) The method of claim 10, wherein said consumer profile comprises at least one of: a date on which a consumer made a particular purchase, a frequency of purchases, a quantity of purchases, and a total transaction price.

12. (previously presented) The method of claim 1, wherein said purchase data further comprises at least one of: an item purchased, an item price, a number of items purchased, a total transaction price, a payment vehicle, a date, a store identifier, and an employee identifier.

13. (previously presented) The method of claim 12, wherein said payment vehicle comprises at least one of: cash, a check, a credit card, and a debit card.

14. (previously presented) The method of claim 1, wherein said method is implemented by an interactive, online computer system.

15. (previously presented) The method of claim 1, further including receiving and processing multiple purchase transactions.

Claims 16-40. (canceled)

41. (previously presented) The method of claim 1, wherein the steps of calculating a first set of reward points, calculating a second set of reward points, calculating a third set of reward points, and combining is performed in real-time at a point-of-sale.

Claims 42-54 (canceled)

55. (previously presented) The method of claim 1, further comprising associating at least two of said consumer ID, said retailer item identifier and said manufacturer item identifier.

56. (previously presented) The method of claim 1, further comprising: allocating rewards points to at least one of: a manufacturer and a retailer; issuing, by at least one of: said retailer and said manufacturer, said rewards points to a consumer; and, redeeming said rewards points for a said consumer.

57. (previously presented) The method of claim 56, wherein said step of redeeming comprises redeeming said rewards points for a consumer through a universal rewards catalog.

Claim 58-59. (canceled)

60. (previously presented) The method of claim 1, further comprising: allocating rewards points to at least one of: a manufacturer and a retailer; issuing, by at least one of: said retailer and said manufacturer, rewards points to a consumer; redeeming said rewards points for said consumer; calculating additional reward points based on associating said consumer ID, said purchase data, and said manufacturer item identifier.

61-67 (canceled)

68. (new) The method of claim 1, further comprising:

receiving and processing said purchase transaction, wherein said purchase transaction includes an employee ID, a consumer ID, a retailer item identifier, and a purchase price;

retrieving a manufacturer item identifier corresponding to said retail item identifier;

calculating a first set of reward points based on said employee ID, said purchase price and a first currency to point ratio corresponding to said retailer item identifier;

calculating a second set of reward points based on said employee ID, said purchase price and a second currency to point ratio corresponding to said manufacturer item identifier;

calculating a third set of reward points based on said employee ID, said purchase price and a third currency to point ratio corresponding to affiliated Service Establishment (SE) numbers; and,

combining said first set of reward points, said second set of reward points, and said third set of reward points within a loyalty account associated with said employee ID.